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1. A method of transmitting audio and/or video information, characterized in that the information is divided into primary, secondary and tertiary programs, the primary and secondary programs are transmitted in an alternating sequence (P1, C1, P2, C2, ...), and the tertiary programs (C1*, ...) are transmitted parallel to these programs.

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2. A method of receiving audio and/or video information, characterized in that the information is transmitted by means of a method according to claim 1, this information is received, and the received information is differentiated into primary, secondary and tertiary programs.

3. (amended) A method of reproducing one of: audio and ~~and/or~~ video information transmitted by means of a method of transmitting one of: audio and video information, wherein the information is divided into primary, secondary and tertiary programs, the primary and secondary programs are transmitted in an alternating sequence (P1, C1, P2, C2, ...), and the tertiary programs (C1*, ...) are transmitted parallel to these programs ~~according to claim 1~~ and received by means of a method of receiving one of: audio and video information, wherein the information is transmitted by means of a method according to claim 1, wherein the information is received, and wherein the received information is differentiated into primary, secondary and tertiary programs ~~according to claim 2~~, which reproducing method switches between the following modes:

(a) a "normal mode", in which the primary and secondary programs (P1, C1, P2) are reproduced as transmitted;

(b) a "pause mode" that can be activated by a user, in which mode the reproduction of the primary program (P2') is interrupted and tertiary programs (C1*, C2*) are reproduced instead, and in which any further received primary programs (P2'', P3) are applied to and stored in a buffer (5); and

(c) a "resume mode" that can be activated by a user during a "pause mode", in which "resume mode" the application and storage of

received primary programs (P3) to and in the buffer is continued and the reproduction of primary programs (P2'', P3) is resumed from the instant at which it was interrupted, the primary programs being retrieved from buffer while any interposed secondary programs (C2, C3) are left out, the "resume mode" being finished with a return to the "normal mode" if the primary program currently reproduced from buffer ends during the transmission of the secondary program that follows this primary program in the transmission sequence.

4. (amended) A method according to ~~one or more of claims 1 to 3~~claim 1, characterized in that the tertiary programs (C1*, C2*, ...) are transmitted expanded in time, are stored in a memory (4), and are reproduced from this memory during the "pause mode".

5. (amended) A method according to ~~one or more of claims 3 to 4~~claim 3, characterized in that the secondary programs (C2, C3, ...) are not stored in the buffer.

6. (amended) A method according to ~~one or more of claims 3 to 5~~claim 3, characterized in that parts of the buffer (5) and/or memory (4) are designated as free as soon as the programs stored therein have been reproduced.

7. (amended) A method according to ~~one or more of claims 3 to 6~~claim 3, characterized in that the transition from the "pause mode" to the "resume mode" is delayed until the currently reproduced tertiary program ends.

8. (amended) A method according to ~~one or more of the preceding claims~~claim 1, characterized in that the transmission of the primary, secondary, and tertiary programs originates from a recording device like a VCR, or from the broadcast by a radio transmitter.

9. (amended) A method according to ~~one or more of the preceding claims~~claim 2, characterized in that the secondary and tertiary programs (C1, ..., C1*, ...) comprise commercials.

10. A method of reproducing audio and/or video information transmitted in parallel in a plurality of channels, the information in each channel being divided into primary and secondary information, wherein the user can select one of the channels and the primary information of the selected channel is reproduced, the method including an "information mode", which is initiated each time the user has changed the selected channel and which is terminated a given period of time after initiation, the secondary information being reproduced parallel to or instead of the primary information during the information mode.

11. A method according to claim 10, characterized in that the secondary information is transmitted parallel to the primary information and preferably expanded in time, is stored in a memory, and is reproduced from this memory during the information mode.

12. (amended) A method according to ~~one or more of claims 10 to 11~~claim 10, characterized in that the transmission of the primary and secondary information originates from a recording device like a VCR, or from the broadcasting of a radio transmitter.

13. (amended) A method according to ~~one or more of claims 10 to 12~~claim 10, characterized in that the secondary information comprises commercials.

14. (amended) A method according to claim 10, wherein ~~one or more of the claims 10 to 13, characterized in that~~ the audio and/or video information is transmitted according to a method of transmitting one of: audio and video information, wherein the information is divided into primary, secondary and tertiary programs, the primary and secondary programs are transmitted in an alternating sequence (P1, C1, P2, C2, ...), and the tertiary programs (C1*, ...) are transmitted parallel to these programs ~~claim 1~~ and that the secondary information consists of one of: secondary ~~and/or~~ and tertiary programs.

15. (amended) A method according to ~~one or more of the preceding claims~~claim 1, characterized in that the audio and/or video information is digitally coded.

16. A receiver for audio and/or video information divided into primary, secondary, and tertiary programs, characterized in that it can receive and discriminate primary and secondary programs (P1, ..., C1, ...) transmitted in an alternating sequence and tertiary programs (C1*, ...) transmitted parallel to the primary and secondary programs.

17. A device for reproducing audio and/or video information divided into primary, secondary, and tertiary programs, which device includes

(A) a receiver (1) according to claim 16,

(B) a buffer (5) for the intermediate storage of audio and/or video information,

(C) a reproducing unit (3) for the reproduction of audio and/or video information,

(D) a control unit adapted to allow switching between the following modes:

(a) a "normal mode", in which the primary and secondary programs (P1, C1, P2) are reproduced as transmitted;

(b) a "pause mode", which can be activated by a user, in which mode the reproduction of the primary program (P2') is interrupted and tertiary programs (C1*, C2*) are

reproduced instead, and in which any further received primary programs (P2", P3) are applied to and stored in a buffer (5);

(c) a "resume mode", which can be activated by a user during a "pause mode", in which resume mode the application and storage of received primary programs (P3) to and in the buffer is continued and the reproduction of primary programs (P2", P3) is resumed from the instant at which it was interrupted, the primary programs being retrieved from the buffer while any interposed secondary programs (C2, C3) are left out, the "resume mode" being finished with a return to "normal mode" if the primary program currently reproduced from the buffer ends during the transmission of the secondary program that follows this primary program in the transmission sequence.

18. A device according to claim 17, characterized in that it includes a playback unit which reproduces recorded audio and/or video information divided into primary, secondary, and tertiary programs, the primary and secondary programs (P1, ..., C1, ...) being transmitted to the receiver in an alternating sequence and the tertiary programs (C1*, ...) being transmitted to the receiver parallel to the primary and secondary programs.

19. (amended) A device according to claim 17, wherein ~~or 18, characterized in that~~ it is adapted to carry out a method according to a method of reproducing one of: audio and video information transmitted by means of a method of transmitting one of: audio and video information, wherein the information is divided into primary, secondary and tertiary programs, the primary and secondary programs are transmitted in an alternating sequence (P1, C1, P2, C2, ...), and the tertiary programs (C1*, ...) are transmitted parallel to these programs and received by means of a method of receiving one

of: audio and video information, wherein the information is transmitted by means of a method according to claim 1, wherein the information is received, and wherein the received information is differentiated into primary, secondary and tertiary programs, which reproducing method switches between the following modes:

(a) a "normal mode", in which the primary and secondary programs (P1, C1, P2) are reproduced as transmitted;

(b) a "pause mode" that can be activated by a user, in which mode the reproduction of the primary program (P2') is interrupted and tertiary programs (C1*, C2*) are reproduced instead, and in which any further received primary programs (P2'', P3) are applied to and stored in a buffer (5); and

(c) a "resume mode" that can be activated by a user during a "pause mode", in which "resume mode" the application and storage of received primary programs (P3) to and in the buffer is continued and the reproduction of primary programs (P2'', P3) is resumed from the instant at which it was interrupted, the primary programs being retrieved from buffer while any interposed secondary programs (C2, C3) are left out, the "resume mode" being finished with a return to the "normal mode" if the primary program currently reproduced from buffer ends during the transmission of the secondary program that follows this primary program in the transmission sequence ~~one of the claims 3 to 9~~.

20. A device for the reproduction of audio and/or video information transmitted in parallel in a plurality of channels, the information in each channel being divided into primary and secondary information, the device including

(A) a receiver that can receive and discriminate primary and secondary information, the secondary information being preferably transmitted parallel to the primary information,

(B) optionally, a buffer for the intermediate storage of audio and/or video information,

(C) optionally, a decoder that can determine if the secondary information is suited for reproduction after a change of channel,

(D) a reproducing unit for the reproduction of the audio and/or video information,

(E) a control unit that is adapted to allow a user to select one of the plurality of channels and to apply the primary information of the selected channel from the

receiver to the reproducing unit,
the control unit further initiating an information mode each time the selected channel is changed and terminating this information mode a given period of time after initiation, the secondary information being applied to the reproducing unit parallel to or instead of the primary information in the information mode.

21. A device according to claim 20, characterized in that it includes a playback unit that transmits recorded audio and/or video information in a plurality of selectable channels, the information in each channel being divided into primary and secondary information.

22. A device according to claim 20 or 21, characterized in that it is adapted to carry out a method according to one of the claims 10 to 14.